

IMCZNEWS



OCTOBER 2008

EDITOR'S SUBTEXT The 100-Year Drought - a Diversion from the Credit Crisis?

The financial crisis burst upon us mid-summer like a storm long heralded by thunder was followed by dramatic hurricanes, literally Ike, Hanna and Gustav. The lineup of prominent casualties including IndyMac, Bear Stearns, FreddyMac and Fannie Mae, Lehman Brothers, Merrill Lynch, WaMu, Dexia, Fortis and Hypo Real Estate is a roster of international financial charters - washed ashore, left at sea, capsized. The American Congress, Federal Reserve, Department of the Treasury, European Central Bank and the finance ministers of the world's leading economies have cast flotation rings into turbulent waters.

How long will this go on? The roster of troubled institutions signaling SOS is expected to lengthen, and crews of economic and political leaders will continue flushing massive sums into the market to hold economies and vital institutions afloat. Even Warren Buffett, the Sage of Omaha, a man who stands on solid ground if ever there was one, has dove in to buoy leading corporations. If this were baseball, the American pastime, he could be the curmudgeon manager who like a ship captain sets the course and steers a frigate team through a tumultuous 162-game season to a safe harbor, to ultimate glory in the World Series.

If this were baseball, these days of October would compress all the exciting moments, the tight pitching duels or the offensive battles of several homeruns by each team, into a handful of games. Europeans smirk at the name of the championship because there is virtually nothing international about the World Series, except that teams hire talent from the Dominican Republic, Mexico, Venezuela, Japan or other countries,

If this were baseball, on the north side of Chicago, we could forget financial market worries for a few hours (the worries would patiently await our return) and go out to Wrigley Field, one of the National League's storied stadiums, to see the Chicago Cubs play.

The city of Chicago resides along the shore of Lake Michigan, one of the five Great Lakes, in fact the largest body of fresh water

future events

- | | |
|-----------------|---|
| October 16: | IMCZ New Member Reception |
| October 16-19: | BMW Oktoberfest Zug |
| October 20: | IMCZ Bowling |
| October 24: | ZIWC/IMCZ TGIF |
| October 25: | Lebanese Mezza & Belly Dancing |
| October 29: | Dr. Lukas Eberle's Charity Work in Nepal |
| November 1: | Ghost Walk Zurich |
| November 7: | ZIWC Fondue Dinner on the Zugersee |
| November 8: | ZIWC - Bond Movie Night |
| November 21: | Chnuschper-Hüsli - Hilarious Swiss Dinner Theater |
| November 21-22: | ZIWC Booksale at Zugerland |
| November 28: | ZIWC/IMCZ TGIF |
| December 2: | Rinspeed AG Visit |
| December 2: | Chuckles English Comedy Night Zug |
| December 6: | ZIWC Dinner Dance |
| December 8: | Gossip, Glitter & Glamor |
| December 9: | Gershwin, etc. |
| January 24: | Burns Night |
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REMEMBER

to attend the Stammtisch every Thursday evening 18:00 - 20:00.

Join us at the Park Hotel in Zug. Through the bar in the Dining Room!

IMCZ

Introducing...new members

THE IMCZ WELCOMES:

Ermanno Bassi is of Swiss and Italian nationality, and thus speaks German, Italian, French and English. Ermanno operates EMBASSI AG - Prosperity Management, located in Zug. Included among his interests are prosperity management, all kind of sports, and innovation.

Ermanno and his partner Sylvia Prétôt have two children and reside in Zug as well.

Ian Stansfield works with Petroplus Marketing AG and lives in Neuheim. We hope you will occasion to meet Ian soon at a Thursday evening Stammtisch, so that you can learn a bit more about him.





entirely within continental United States borders. The lake is so large that one can only glimpse the opposite shore near its southern tip. Lake Michigan contributes to Chicago's weather with cooling breezes in the summer and icy blasts down skyscraper corridors in winter.

A river runs through it. The Chicago River used to transport the city's sewage from downtown out into the lake, but in 1900 civil engineers reversed the river's direction of flow, preserving Lake Michigan as a source of drinking water. These days the river is famous for its green color on St. Patrick's Day induced by biodegradable vegetable dye and the 38 movable bridges that span it, which are raised on the springtime day every year as dry-docked boats process back out to Lake Michigan.

Despite this wealth of water, Chicago has suffered a drought for the entire last century. The city might as well be surrounded by a desert which stretches across the empty lakebed to the east and extends west towards the Great Plains. For 1908 was the last time the Chicago Cubs won the World Series, the best-of-seven contest which pits the winners of the respective National and American Leagues against each other in a championship showdown.

The Cubs made their way to the World Series in 1910, 1918, 1929, 1932, 1935, 1938, and 1945, but lost every time. And since that last qualification 63 years ago the team is said to live under a curse, placed on it by Billy Goat Tavern owner Billy Sianis, who was asked to leave a World Series game at Wrigley Field because his pet goat's odor was bothering other fans. Outraged, he cursed the team, pronouncing that Wrigley Field would never again be the site of a World Series game. The curse has held.

Since that time, Chicago Cubs fans have been wary of the mirage of sterling play. Winning potential is illusory, and fans bear fretfully in mind that the team's excited state may in a flash return to ground and the team to its traditionally losing ways. Fans have wandered thirstily, hoping for quenching relief of victory, but every approach to the well-spring has come up dry, and journeying through another dusty season with this unreliable team has year-on-year become decades of drudgery.

Since 1945, the Cubs won their division in 1984, 1989, 2003, 2007 and 2008, but failed every time to qualify for the World Series by winning the National League Pennant. These last two seasons, particularly this most recent one, have been bitter. The Cubs outplayed their opponents through the entire regular season, entered first place in their division on 11 May and finished with the best record in the National League.

To what avail? This year, just as last year, they were rapidly ousted from the first round of playoffs, this time by the Los Angeles Dodgers in just three games, in which they played some of their worst baseball of the season. What they did so well during the regular season, pitch, hit and play defense, seemed to vanish. Their manager, Lou Piniella, a true curmudgeon known for fiery outbursts who won the World Series three times during his career remarked, "Let me tell you this: You can play postseason baseball for another hundred years, but if you score six runs in three games, it's going to be another hundred years before we win."

So the drought (gasp) goes on. The curse (gasp) is upheld. How could the Cubs have won this year when the rest of the world has so much to worry about? How anomalous would that have been? Perhaps in being on the sidelines now, watching other teams compete, Cubs fans can put their century of World Series drought in perspective. What they save in ticket prices may come in handy soon.

Andrew DeBoo
IMCZ Newsletter Editor

IMCZ New Members Reception, Autumn 2008



The IMCZ's ranks have grown by more than 65 members during the last year. The Board extends a hearty welcome to the Club and invites you to attend a reception for new members.

Date: Thursday, 16 October, 2008

Time: 18:00 - 20:00

Place: Parkhotel Zug

Price: Members attend at no cost; drinks and hors d'oeuvres are on the Club until 20:00.

All IMCZ members - new and veteran - are welcome. Longstanding members are encouraged to meet the Club's new arrivals, while recent entrants are invited to meet the people who have made the IMCZ what it is today. Reception attendees who are not yet members will have the option of paying an entrance fee of CHF 30.- or joining the Club outright on the spot.

Networking opportunities will abound, drinks and hors d'oeuvres will be provided courtesy of the Club. Reduced-rate parking has even been negotiated with the Parkhotel. Your distinguished attendance will be gratefully appreciated.

Extend Your Oktoberfest Fun

IMCZ members have substantial opportunity this year to indulge their interest, appetite and thirst for Oktoberfest.

BMW Oktoberfest

On a larger scale, the IMCZ has been invited to reserve tables in a traditional Oktoberfest tent, to be set up on the Siemens Building Technologies premises. Music and good humor will abound.

Tables seat ten persons, and must be reserved en bloc. After you've whet your appetite at the ZIWC event, you can really indulge here!

Date: Thursday, 16 - Sunday, 19 October, 2008 18:00 - open end.

Cost: CHF 28 per person; each paying guest receives vouchers of CHF 10 for drinks and CHF 10 for food, as well as a CHF 10.- entry voucher.

Get out your Lederhosen! Start training to see how many Maass you can handle. If you would be interested in attending this BMW event, please notify a member of the IMCZ Board.

Important: Based upon the interest shown to date, we have reserved one table of ten. Seats are allocated on a first-come, first-served basis, so you must register in advance.

RSVP: President@IMCZ.com immediately..





Lebanese Mezza & Belly Dancing

Do you like exotic cuisines? Then you'll love this event. Join us for a fabulous evening of delicious Lebanese food and belly dancing in Zurich. All ZIWC, IMCZ & Partners are welcome.

Date: Saturday, October 25, 2008

Time: 19:30

Location: Restaurant Le Cèdre
Badenerstrasse 78, 8004 Zürich
www.libanesisch.ch

Menu: Dinner includes a very extensive mezza (diverse dishes), a true Lebanese feast, dessert, water and tea or coffee.

Cost: 70 CHF per person
Wine and other beverages are extra.
Normal ZIWC cancellation policy applies.

RSVP: Please contact Gerie Servi at hospitality@ziwc.ch no later than Thursday, October 23 if you would like to attend.



Dr. Lukas Eberle: Ear Surgery Camps Foundation in Nepal

Dr. Lukas Eberle is a Swiss physician with a medical practice in Brunnen, but he is also strongly engaged in humanitarian projects; he privately funds ear surgery camps in Nepal. The ZIWC's Special Projects Committee last year engaged to support Dr. Eberle's efforts and raised CHF 7750.-, presented to him as a check.

Dr. Eberle wrote to the ZIWC newsletter, "I really cannot say how grateful I am for this extraordinarily generous donation. I guarantee that the total amount donated will be used in its entirety towards the benefit of the poor in Nepal in the form of medicine, operations or urgently required medical resources. With roughly CHF 15,000 we can treat up to 1500 outpatients including medicines, we can undertake up to 150 ear operations and can fit up to 90 hearing aids. You can see how much help we will be able to give, with the amount donated."

Dr. Eberle has offered to present and speak on his work. The ZIWC extends an invitation to IMCZ members and their partners.

Date: Wednesday, October 29, 2008

Time: 20:00; presentation and discussion to last approx 1.5 h

Location: Casino Zug, Artherstrasse 2-4;
Second Floor Conference Room

Cost: genuine, generous interest in humanitarian medical work

We are hoping to have as many interested people as possible attend this event. It should be a very inspirational and informative evening!

Why not extend the evening and have dinner at the Seerestaurant Casino prior to the event? The menu is listed on www.casino-zug.ch. (Please book your own reservation) (No food or beverages will be served in the Casino Conference room)

Please contact Malene Perry on programmebookings@ziwc.ch, or telephone at 01 780 14 71 or 079 678 45 91, if you plan to attend. (The Casino/Zug needs to know numbers for the chair set-up.)

ZIWC IMCZ TGIF

THANK GOD IT'S FRIDAY!

WINE TASTING AT SCHULER WEIN IN SCHWYZ

(The gentlemen whistle and clap.)

After a long week, let's all get together to have some fun! All ZIWC and IMCZ Members are welcome!

The Schuler Wine Tasting was a popular event in the past and is now back by popular demand.

(Here they can sway slightly while taking care not to appear already tipsy.)

Let's all get together have some fun & taste some wine.

(They're thrilled. They've done this wine thing before. Bouquet, nose, legs - it's all familiar.)

Enjoy a glass with friends and kick-off the weekend ahead!

Cheers are drowned out by men swigging in thirsty gulps)

Date: Friday, October 24, 2008,

Time: 19:30 boarding, boat sails at 20:00

Place: Schuler Wine St. Jakobs Kellerei
Franzosenstrasse 14, 6423 Seewen
(Walking distance from the Schwyz Bahnhof)
www.schuler.ch

RSVP: Gerie Servi at hospitality@ziwc.ch by **October 20** if you would like to stop by.

Includes: Tour of winery & barrel making, short wine film in English & wine tasting
(You can lead a man to water)



"hmmm ... your ad should have been here."

"damn it."



Zurich Ghost Walk

Join us & our sinister guide, Dan Dent in search of ghosts, ghouls & things that yodel in the night. This unique 75-minute, guided walking tour takes us deep into the haunted heart of Zurich where we will hear tales of the city's bloody past and of the phantoms it left behind. The Ghost Walk is macabre mirth at its best, guaranteed to leave you laughing for weeks and sleeping with the lights on.

- Date:** Saturday, November 1, 2008
- Time:** 18:45 meet at Paradeplatz Zurich (next to the fountain). 19:00 walking tour starts
- Location:** Guided Tour through the spooky city of Zurich www.ghostwalk.ch
- Cost:** 15 CHF per person
Normal ZIWC cancellation policy applies.
All ZIWC, IMCZ and partners are welcome.
- Late night:** After a frightful evening, join us for a drink at the famed Widder Bar.
- Contact:** Gerie Servi @ hospitality@ziwc.ch by **October 30** if you would like to attend.

ZIWC Fondue Dinner on the Lake of Zug



Autumn colors, cool, crisp air. The comfort and chumminess of an evening over cheese fondue with friends and good acquaintances eases the transition to shorter days and longer nights. Come join a cruise on the MS Zug! All ZIWC and IMCZ members and partners are welcome!

- Date:** Friday, November 7, 2008
 - Time:** 19:30 boarding starts/sails promptly at 19:45
 - Location:** Zug Schifffahrt Landsgemeindeplatz (Zug Boat Landing)
 - Cost:** boat fare CHF 19 per person with Halbtax (without Halbtax, CHF 22 per person); CHF 28 per person for Cheese Fondue and salad
 - Booking Deadline:** Tuesday, November 4, 2008; early signup greatly appreciated!
 - Contact:** Malene Perry on programmebookings@ziwc.ch; Tel: 041 780 14 71 or Mobile 079 678 4591
- ZIWC cancellation policy will apply.

IMCZ Board Members

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Board Member bios are posted under the following link: <http://www.imcz.com/Board.asp>. Go ahead and check them out!



Chnuschper-Hüsli in the woods am Albis

Join us for a hilarious dinner theater experience at the *Chnuschper-Hüsli (Gingerbread House) in the woods am Albis*. Learn about Swiss traditional fairy tales and enchanted landscapes. The theatrical performances take place during dinner; there is a very funny Italian cleaning lady that often complains and quarrels with her helpers in between the meal courses.

Dialogue is in German; however, the acting is so hysterical, you don't have to understand word for word what is being said. Body Language speaks louder than words. We assure you will enjoy yourself very much in these wonderful surroundings. All ZIWC, IMCZ and partners are welcome.

- Date:** Friday, November 21, 2008
- Time:** Short Hike 18:00 & Apéro by the fireplace 18:30 (optional)
Dinner starts 19:30 (must arrive by this time) • Performance starts at 19:45
- Location:** Restaurant Chnuschper-Hüsli, 8143 Buchenegg • www.chnuschper-huesli.ch.
- Cost:** 70 CHF per person - set menu & drinks are extra (paid individually)
Normal ZIWC cancellation policy applies.
Complete menu & more details on the Club website, www.ziwc.ch
- Contact:** Gerie Servi @ hospitality@ziwc.ch by **November 17** if you would like to attend.



ZIWC Book Sale at Zugerland Shopping Center

The Library Committee will have a book sale in the Zugerland Shopping Center in Steinhausen again.

We will sell the books donated by our members and the public in the shopping center next to the supermarket. Proceeds will be used to buy new English Books for the Library in Zug. (<http://www.bibliothekenzug.ch>).

Volunteers needed for setting up and breaking down our stand and for selling the books. For the first part, we need strong volunteers, preferably with a car. For the second part, we need volunteers for two hour shifts. There will be no heavy carrying - only handing over books and collecting money.

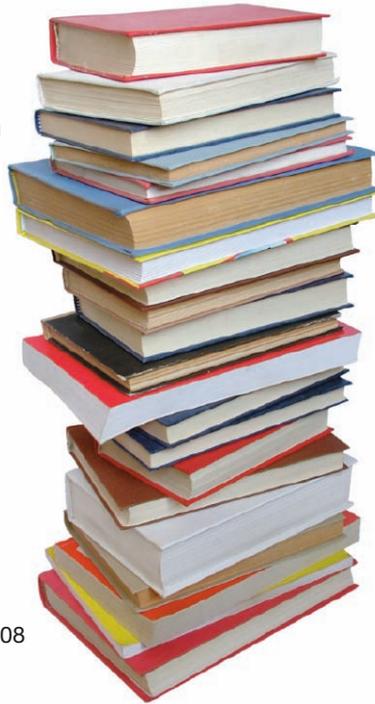
We will sell books from opening until closing of the shopping center (Friday 9.00 - 21.00 and Saturday 8.00 - 17.00). Please let us know if you can help us or if you want to donate books.

Date: November 21st and 22nd 2008

Time: Friday 9.00 - 21.00 and Saturday 8.00 - 17.00

Location: Zugerland Shopping Center, Steinhausen

Contact: Library Committee - Annemarie Bos: Tel. 041 750 84 05 or e-mail annemarie.bos@tic.ch



ZIWC IMCZ TGIF SHIPS OF DECADENCE

THANK GOD IT'S FRIDAY!

(The gentlemen whistle and clap.)

After a long week, let's all get together to have some fun! All ZIWC and IMCZ Members are welcome!

Join us for a wickedly delicious evening on the Ships of Decadence - Whiskey, Cigars, Chocolate, Champagne and more.

(This is something for which they certainly have a feel. Here they can sway without being tipsy, since the boat is rocking anyway.)

Twelve ships are moored at the Zurich lakeside filled with tempting delights.

(They're thrilled. Plenty to sample, and that word 'tempting' is, well...)

We simply go from one ship to another indulging in all that is offered!

(Cheers are drowned out by men storming the gangplank, eager to indulge)

Date: Friday, November 28, 2008,

Time: 19:00

Place: Zurich Lake

Public Transportation - from Zug to Zurich HB return with half-tax CHF 13.80 plus tram fare CHF 2.60. We highly suggest taking the train to Zurich HB and the tram to the lake.

<http://www.whiskyship.ch>

Cost: Entrance to all ships at a special offer of 5 CHF to ZIWC and IMCZ members. Tasting Tickets CHF 1.00 per ticket, minimum purchase of CHF 20.- TOTAL COST CHF 41.40

RSVP: Gerie Servi at hospitality@ziwc.ch by **November 24** if you would like to stop by.

(You can put a man out on the water).

IMCZ

Introducing...new members

THE IMCZ WELCOMES:

Mark Hummel is from the Netherlands, and speaks Dutch, English and German (in his words both Swiss and 'normal').

Mark works with GE Money as eFinance Leader Western Europe. Mark and his wife Tracy have three children, Chloe, David and Brian. This is the Hummel's second tour-of-duty in Switzerland after a 3 year assignment in the USA. Mark and his wife enjoy travel, good food and good wine.

They also shuttle three small kids to and from school / krippe while trying to prevent mutiny.

Nicolas Rivet originates from France, and in addition to his native French speaks German, English, Russian and Spanish. Nicolas works with Nordstream, and currently lives in the Parkhotel. Among his interests he includes windsurfing, rock climbing, skiing and triathlon.

Richard Crago is Australian, and speaking English serves him well. Richard is Associate Director International Security with Biogen Idec International in Zug. Richard and his wife Deborah and son Hayman live in Zug as well. Surfing, golf, camping, wine and mountain biking keep him going in his spare time.

Walter Willmann is Swiss by nationality, and speaks German, French and English. Walter enjoys art, theatre, cinema and nordic walking. He is managing director of Service Station Ltd in Cham, and resides with his partner Nina Staehli also in Cham.

Robert Hoogendoorn is of Swiss and Dutch nationality, and he and his wife Brigitte and their daughter live in Kappel am Albis. In addition to Dutch and English, Robert also speaks German. His interests include travel, sports and cultural differences.

Joseph Florio, an American, is an English teacher at the Gymnasium in Immensee. Joseph also speaks German, lives in Steinhausen, and counts music, art, reading, photography and writing among his interests.



Rinspeed Visit



More Than Fantasy Cars

You thought this was just for James Bond? Think again. Better yet, go to Rinspeed AG in Zumikon and get a closer look! This is an early Christmas present. A guided tour will be offered in English, and you can participate.

Date: Tuesday, 2 December 2008

Time: 19:00 - 21:00

Location: Rinspeed AG, Zumikon

Directions from Zug:

Zug	S9	17.38 p.m.
Zürich Stadelhofen		18.30 p.m.
Zürich Stadelhofen	S18	18.35 p.m.*
Waltikon		18.50 p.m.

*The track for the **S18 (Forchbahn)** is outside of the Stadelhofen station.

Costs: CHF 10.- per person.

IMCZ must inform of the number of participants by 30 November 2008. Please register at President@IMCZ.com.

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happy halloween.

Corporate HRM Services and Solutions

A Good Start in Zug = Performing Well on the Job!

From time to time, your company needs to transfer management staff from headquarters or from one of your subsidiaries to your offices in the Canton of Zug.

Naturally, you would like to make your transferees feel as welcome as possible and to ensure that they and their families adapt quickly to their new environment.

In addition to arranging suitable housing for your new staff, you want to make sure that their wife and children are well taken care of with regards to the local infrastructure, schooling, transportation, shopping and social life.

Only once these issues are well considered and their needs fulfilled will you be assured that the transferred staff is happy - and therefore working efficiently for the benefit of your company

Therefore it is important that somebody welcomes, accompanies and coaches your new foreign staff and their family to ensure that the integration proceeds smoothly and efficiently.

That's the time to make contact with my office. I have over five years of experience working and living in European and overseas countries and therefore know what it means to live and start work in completely new surroundings.

My 30 years in the Canton of Zug have given me an excellent inside view and considerable important connections, including the local government offices, real estate agencies, law firms and with tax authorities. These connections will be of invaluable assistance to your transferred management staff, particularly in connection with housing and with personal integration in the Zug and Swiss cultural and social environment.

Make an initial appointment with me so that we can discuss how my state-of-the-art service can give your transferred staff a happy, optimal and motivated beginning.

Fritz Neuenschwander

Corporate HRM Services and Solutions

Herrenmattstrasse 7, 6330 Cham
Phone 041 711 78 21, Mobile 079 823 63 37

hmmm.
This should have been your ad.



Dairy fights obesity and improves bone health: enjoy high-fat dairy foods guilt-free!

Contributed by IMCZ member Remo P. Jutzeler van Wijlen, Head R&D Sponser Sports Food Ing. Appl Food Sciences, MAS Nutrition & Health ETHZ

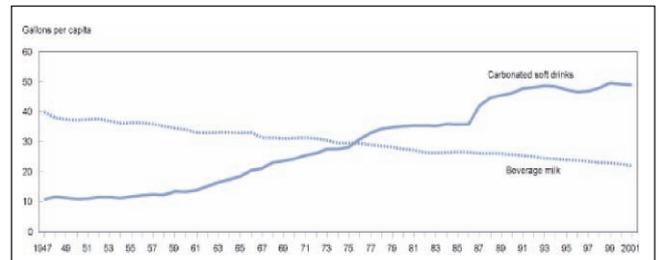
A shift from animal to plant-derived fat and from high to low-fat dairy foods is a dietary trend in our society, and often serves to cut energy intake and - tentatively - to improve dietary quality. Milk consumption among American female teenagers decreased by 36% from the late 1970s to the mid 1990s, and between 1994 and 1996, 36% of 19-year-old girls did not drink milk at all. On the other hand, consumption of soft drinks increased dramatically, in inverse correlation to milk consumption (see graph). As a practical consequence of such socio-cultural dietary shifts, an inverse relationship is seen in large population studies between dietary calcium/dairy intake and body mass index, body fat and obesity. One of those, the CARDIA study, also provides evidence of a negative association between dairy intake and insulin resistance. The biological mechanism behind the observed weight-loss benefits is uncertain, but is supposed to include intracellular calcium of fat cells, regulating lipid metabolism and storage, as well as bioactive protein-bound compounds.



and carbonates often used in supplements. It is supposed that this correlates with the phosphate content in dairy food. Osteoporosis, the loss of bone mass, is even more widespread than the well-known diabetes in people above 50 years of age. Insufficient exercise combined with poor nutrition leads to lower bone mass formation in childhood and adolescence, which cannot be compensated for in adulthood.

Still to be discussed is how these data coalesce to a reconsideration of actual dietary fat - especially of animal origin - intake recommendations. Calcium and vitamin D are only two of many substances whose intake is "artificially" reduced by current dietary recommendations and animal feeding practices. Other nutrients with potentially positive effects on health found in dairy foods are CLA, TVA, omega-3 fatty acids, carnitine, and bioactive peptides.

By the way, in contrast to the often heard prejudices against dairy fat - a recent study demonstrated that a high daily dairy fat intake was associated with a lower (!) trans-fatty acid content and identical saturated fatty acid levels. This is unexpected, because nutritional recommendations often advise low-fat dairy foods due to the innate trans and saturated fatty acids in dairy fat. Newer evidence even proposes potential cardio-protective effects from dairy fat intake. Therefore, an adequate daily consumption of full-fat dairy foods from partly or all-pasture based production methods is encouraged, under the premise that dietary energy balance is accurate.



Not only in the US but also in Switzerland, some 2/3 of the population did not consume milk or dairy products on a daily basis in 2002; 36-40% did not drink milk at all. Further, according to the 5th Swiss Nutrition Report, 20-40% of the population is prone to insufficient calcium supply. Such a deficiency is not obvious because the daily dietary recommendation is substantially higher (1200-1500 mg/day) than the daily legal allowance (800 mg/day) for enrichment of food. Misleading for consumers is that food manufacturers are obliged to declare 800 mg as 100% RDA (recommended dietary allowance).



Beyond this, vitamin D deficiency is apparently becoming even more common than calcium shortage in Europe. Vitamin D co-exists with calcium in dairy products and is involved in the latter's absorption.

In spite of its formation via sunlight in our skin, there is not enough UV-radiation during wintertime in our latitudes to stimulate production of the body's vitamin D requirements. People with low sunlight contact therefore have higher vitamin D needs. Specific population groups at risk for low vitamin D intake are adolescent girls, women, and older people. The primary consideration here is the importance of calcium and vitamin D in bone health. Milk calcium shows clearly better results in bone formation and maintenance compared to other calcium salts like citrates

CULTURE •

Kunsthhaus Zug: Richard Tuttle – The Use of Time

The Kunsthhaus Zug announces an exhibition, "Richard Tuttle – The Use of Time":

- Date:** 14 September - 23 November, 2008
- Time:** Tuesday-Friday 12.00 to 18.00 h, Saturday/Sunday 10.00 to 17.00 h
- Location:** Dorfstrasse 27, 6301 Zug
- Cost:** CHF 10 / CHF 8 reduced

Nearly ten years after the conclusion of an exceptional joint project and after a successful retrospective presented in six major American Museums, the American artist Richard Tuttle returns to the Kunsthhaus Zug with the exhibition "The Use of Time". Between 1996 and 1999, for an impressive exhibition series at Kunsthhaus Zug, he produced four striking and very different works: Replace the Abstract Picture Plane I – IV.

Richard Tuttle has combined them with new works: a monumental, three-dimensional work of metal and polyester as well as a stupendous group of cloth pieces which constitute Replace the Abstract Picture Plane V. Tuttle highlights the exhibition with a concentrated selection of works by Fritz Wotruba from the Kamm collection which serve as references to the permanently installed sculptural works by both artists on the grounds of the museum.

The exhibition directly reflects the model-like character of "Project: Collection" with which the Kunsthhaus Zug ventures onto new curatorial terrain in close cooperation with artists of international acclaim. It critically examines the fast pace of today's art scene and raises questions about the use of time.

Eat the Document; by Dana Spiotta

by IMCZ News Editor Andrew DeBoo

The Reading Circle's next text will be Norman Mailer's modern classic *The Naked and The Dead*. The meeting will take place on 16 October in the Dachraum at the Stadt- and Kantonsbibliothek in Zug. For further information on the Reading Circle please contact Andrew DeBoo.

Dana Spiotta's second novel was a National Book Award Finalist in 2006.

June 15, 1972: Mary Whittaker and Bobby Desoto flee the scene of what began as earnest, idealistic and radical protest against the Vietnam War and the collusion of the American military-industrial complex, the makers of land mines, anti-personnel devices, dioxin poisons, napalm, slipping - by accident - into crime.

They tried to prevent the crime when they realized it could occur, dialing and redialing the number at the summer house of the company executive, where housekeeper Mrs. Malcolm was the only occupant. Mary, in disguise, had confidently rung the bell and said she was expected. She asked upon hearing that Mrs. Benton was not there whether she might be allowed to freshen up in the restroom, having come all that way to leave a letter. In that privacy she put her purse in the bathroom cabinet, and pulled a pin to set the timer.

Bobby dropped Mary off at Grand Central Station and he went to Port Authority. They had talked about the possibility of something like this happening, and now time was moving too fast. There followed a rush across the United States. She huddled in hotel bathrooms, waiting for the door to be kicked in. She cut her hair, dyed it. She changed her name.

Disappearance. Underground. Connections cut, personal history discarded. To seek to be perceived only on the surface and avoid any link to what was, what had been believed, what it had motivated and what had been done. Who can live like that? For how long?

The novel's title stems from a documentary film of Bob Dylan's 1966 tour, during which he transformed himself from a scruffy folk singer into an electric rock and roll artist. Initially intended by Dylan for mainstream release on ABC television, the film was too obscure and incomprehensible for a broad audience. It was not made public, but boot-

leg versions circulated for years. The controversy Dylan raised among his own fans in this musical and personal transformation compounded the documentary's attraction.

Music features largely in Spiotta's narrative as a cultural marker which captures and preserves history in both its personal, private significance and sentiment, and broader unifying capability within society. Combined with this, the character Bobby Desoto had demonstrated genius as a young documentary film maker, producing among others a film about one of the inventors of napalm in which the subject appears increasingly victimized by the camera.

Fast-forward to the 1990s. Louise is a single mother, living suburban Seattle with her fifteen-year-old son Jason, who has an uncanny love of the Beach Boys. In particular, he grasps that behind the sonny boy lyrics, California blondness and casually sexual surfing lifestyle about

which the group sings there is a tremendous sadness evoked through the evanescence of this veneer. The songs never address this impending passage of youth, the threats of age and death directly, but the currents are there, even in what seem unshakeable musical harmonies.

Jason scrutinizes his mother and is mystified by her. She teaches cooking classes and tutors illiterate adults, has no sex of which he can gather any evidence, and seems to slide through life

on the edge of a drunken buzz, which he begins to notice in her by evening, when they have supper and Louise has had a few wine spritzers. He needs to find out something about her, since she offers so little herself.

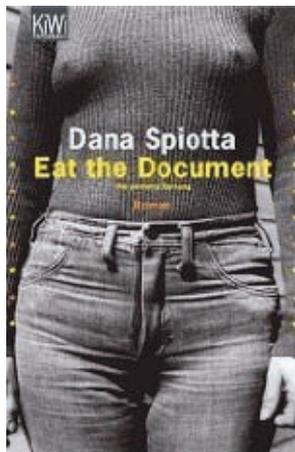
In a parallel story, Nash Davis organizes events at Prairie Fire, an alternative book-

store where many of the patrons and employees have leftover ideas about societal justice and communal living. Nash sets up meetings and helps them see links between their own notions, which they assume to be entirely original, and the activists of the late sixties and early seventies. People come for dialogue, argue, and sometimes in their vagrantly insistent self-preservation and independence, begin to plan actions that rarely come to fruition because cohesive critical mass cannot be compressed long enough to instigate a charge.

Bookstore owner Henry gives Nash a long leash in not expecting the store to make any money. It offers a forum for people to come and go, exchange ideas and feel engaged without wanting to commit themselves to anything. Without wanting to admit, for instance, their desire for material comfort or even the extent of their cynicism. They want to know things and be ahead of the game while still keeping it all under wraps, a charade in which they have the last laugh.

Nash has found out that Henry has been vandalizing posters for a medication at various locations in town. The medication is manufactured by a pharmaceutical company, itself part of a larger conglomerate with some little-known historical connections to companies involved in development of dioxins and the push to include these poisonous substances in all manner of materials, including munitions such as napalm.

With this web of characters, Spiotta weaves a cunning, reflective and emotional tale of identity, belief and action, of what it means to be a person, to be able to conduct a life. Critical events have drastic and long-term consequences, can lead or force self-disownment, but then the question of identity roars. In her character portraits and depiction of cultural setting and development, Spiotta draws readers to consume her novel.



Musical Trilogy at the Burgbach

PARACHUTE PRODUCTIONS, supported by long-time IMCZ member Hanns Zöllner, continues its series of English language musical entertainment. This undertaking follows last year's successful cabaret show "Greenlight."

What: GOSSIP- GLITTER & GLAMOR - a cabaret style musical evening starring Kate Michaels and David Morell as previously successfully performed at the Zurich festival Warmer Mai. David Smith is accompanying on the piano.

When: Monday, December 8, 2008; 20:00 h

What: GERSHWIN, etc - acclaimed opera singer Michelle Berger and Tom Barthel, music director at the Zurich Opera Studio on the piano present an evening of Gershwin music.

When: Tuesday, December 9, 2008; 20:00 h

Where: BURGBACHKELLER THEATER ZUG, SANKT- OSWALDS-GASSE 3; 041 711 96 30

Tickets: www.billett-service.ch and info@billett-service.ch

Cost: CHF 38 per event.



Stock Market Alchemy - or achieving superior returns on a consistent basis

by IMCZ Member John Henry Smith

The ancient practice of alchemy was the transmuting of base metal into gold. Financially, it could also mean the conversion of stock investments into abnormal profits. We know, of course, that the wizards of old never did succeed in their quest, and equally the vast majority of investors have learnt that they are unable to make abnormal profits in the stock market. This attitude stems from two studies, the first known as the Efficient Market Hypothesis (1965)¹ and the second the Random Walk Hypothesis (1973)². Together they proclaimed that because all available information is immediately impounded into stock prices any attempt to eke out more than an average return is futile, particularly for Tom, Dick and Harry who stand on the periphery of market action and not at its epicenter. The acceptance of this lore explains the rise in popularity of the index funds and is reinforced by financial advisors, who point out the increased risks of seeking returns higher than the market average.

In stark contrast to these theories, the equities markets have produced their own wizards, who found unimaginable Eldorados through their own brand of financial alchemy. The most famous of all is Warren Buffet, the Sage of Omaha, who amassed a staggering personal fortune of \$36 billion. A \$10,000 investment in Berkshire Hathaway in 1965 would be worth \$50 million today. His magic recipe is to buy stocks trading near their tangible asset values, as evidenced by his recent \$5 billion stake in Goldman Sachs.

Another wizard is Peter Lynch, who started managing the Fidelity Magellan Fund in 1978 with assets of \$20 million. When he retired in 1990, the fund had assets of \$14 billion and is today worth \$50 billion. Lynch's formula was continually adjusted to meet new market challenges, but the key ingredient was that you had to know what you were investing in with the result that his fund had an impressive average annual return of 29%.

My last financial alchemist is Michael Steinhardt of Steinhardt Partners, who achieved a performance track record that still stands out on Wall Street of 24% compound average annual returns that more than doubled the S&P 500 over a 28 year period. Amazingly, his trading strategies ranged from 30 minutes to 30 days.

Of course there are countless other financial wizards; too many to recount here, who make up a large body of market practitioners of different styles and strategies that clearly disprove these hypotheses, otherwise they would never have made the fortunes they did. I therefore believe that the broad perceptions of investors, instilled by fee- and not performance-driven advisors, that the making of excessive returns is booby-trapped with too

much risk is simply a case of a self-fulfilling prophecy! Giving due weight to risk/return ratios, main stream equity investors ostensibly pursue recommended safety first and return second strategies only to see their chosen funds fall in this recessionary environment almost in unison with others that had produced higher returns and therefore bore an ostensibly higher risk label.

What is truly horrifying are the billions of dollars written off so far by the banks that invested in the U.S. securitized sub-prime mortgage market; the very institutions that lecture their customers on the merits of risk reduction, and, if nothing else, are thought to have understood risk management, but clearly didn't! Surely it raises the question of whether the modern-day investment wizards and their genre are right about risk and return or the propagators of sub-prime portfolio performance on account of their fractured, if not complacent, views of risk quantification.

On May 25, 2006, I asked my wife, Benita, who knows absolutely nothing about the equities market to randomly select a number of U.S. stocks from a newspaper, whereby she chose 44. The idea was to test whether a naively selected portfolio could beat the market or whether substantial skills would be needed, making stock selection the reserve of professional analysts and portfolio managers. As of September 24, 2008, the SP500 lost 19.2% of its value over the period and my wife's portfolio is up 3.6%! These results seriously call into question of what sort of skills that are really needed to modestly beat the market. One Prof. Bruno Solnik³ in 1974 showed that through naive diversification, 65.5% of all specific stock risks are diversified away. The remaining 34.5% cannot be, because it is the market risk inherent in a particular stock market. This suggests that Benita's portfolio took on the risk/return characteristics of the market, even though through naive selection it performed marginally better. And when we look at the average performance of vanilla equity funds, we see very similar results; the only difference being is that Benita has no investment skills whatsoever. In support of this argument I quote Benjamin Graham, "the Father of Value Investing", who said, "To achieve satisfactory investment results is easier than most people realize; to achieve superior results is harder than it looks."

A lesson of the Efficient Market Hypothesis is that to make extraordinary gains, your opinion must be different from the majority. The following list of 20 stocks illustrates how extraordinary gains are able to be made by identifying stocks starting an upward surge

and becoming fuelled by their own trends, because the catalysts are the stocks' very strong fundamentals. Of course, every savvy investor knows that trends don't last forever. That's why the quest is the continued search for stocks that fit the current economic climate. It is therefore very clear that proper stock-picking can not only immunize a portfolio against bear market pressures, but can deliver handsome returns:

Sector	Date in	From In-Date
Consumer Services	22-Apr-05	318%
Beverages - Soft Drinks	13-May-05	272%
Auto Parts Wholesale	1-Apr-08	252%
Industrial Electrical Equip	22-Apr-05	248%
Personal computers	11-Jul-05	238%
Internet Software & Services	31-Jul-06	172%
Restaurants	31-Jul-06	158%
Education & Training	31-Jul-06	150%
Oil & Gas Drilling & Exploration	6-Jun-05	134%
Business/Management Services	24-Oct-05	131%
Auto Parts Wholesale	10-Aug-05	127%
Home Health Care	22-Apr-08	126%
Oil & Gas Equip & Services	6-Jun-05	118%
Farm & Construct Machinery	31-Jul-06	118%
Oil & Gas Equip & Services	6-Jun-05	112%
Apparel Stores	29-Dec-05	109%
Oil & Gas Equip & Services	29-Dec-05	108%
Medical Appliances & Equip	27-Jun-05	106%
Telecomm Services - Foreign	31-Jul-06	104%
Industrial Metals & Minerals	27-Jun-05	100%

Did the magic of our great financial wizards enable them to find latent asset value before the market as a whole did; a value that produced sustainable trends like these above until the tide of some powerful competitive force caused a decisive trend reversal? Or was the real alchemy the courage to break the bounds of conventional wisdom, thus creating for themselves a new paradigm that better understood market dynamics and took away the fears of uncertainty that plague our lesser mortals? Whatever it was they beat the alchemists of old and gave us their wisdom to think about so that we too can make excessive returns on a consistent basis.

¹ The EMH was developed by Professor Eugene Fama of the University of Chicago Graduate School of Business, although it was first expressed by Louis Bachelier, a French mathematician, in his 1900 dissertation.

² A 1973 book written by Burton Malkiel, Professor of Economics and Finance at Princeton University, U.S.A. entitled "A Random Walk down Wall Street".

³ Bruno Solnik is Distinguished Emeritus professor of Finance at the HEC-School of Management in France.



Investment Corner

by IMCZ Member John Henry Smith

As there are several categories of investment styles, each month a stock will be analysed by a different category, i.e. Momentum Investor, Value Investor, etc.

Assessments and Analysis based on 9/26/2008 close price: \$ 62.70

Analysis of: AXSYS TECHNOLOGIES, INC. (AXYS)
 Industry: Scientific and Technical Instruments
 Strategy: Small Cap Growth Investor

Axsys Technologies, Inc. (AXYS) is a designer and manufacturer of precision optical solutions for defense, aerospace, homeland security and high-performance commercial applications. It has two segments: the Surveillance Systems Group and the Imaging Systems Group. The Surveillance Systems Group designs, manufactures and sells highly precise camera systems for deployment on ground, marine and aerial vehicles. The products are typically used in surveillance, reconnaissance, tracking and targeting applications. The Imaging Systems Group designs, manufactures and sells optical and motion control subsystems and components for deployment in larger, integrated systems. Axsys sells its products to government institutions, such as the United States Border Patrol, Army, Navy, Air Force and Coast Guard, or to large defense contractors for integration into larger platforms. On April 13, 2007, Axsys acquired Cineflex LLC. On November 30, 2007, Axsys sold its Distributed Products business.

CATEGORY	CRITERIA OF A SMALL CAP GROWTH INVESTOR	SCORE	REPORT CARD
Profit margin	12 month after profit margin of 7%	9.1%	PASS
Relative strength	Stock beats 90% of the market	98%	PASS
Comparison of sales and EPS growth to the same period last year	Sales: 25% EPS: 25%	Sales: 40.4% EPS: 71.9%	PASS
Insider Holdings	10%	16.4%	PASS
Free cash flow from operations	Cash generation rather than consumption	\$0.94 per share	PASS
Profit margin consistency	Consistent	Current year: 9.8% Last year: 7.9% 2 years ago: 6.7%	PASS
Cash and cash equivalents relative to sales	Approximately 20%	7.3%	FAIL
Inventory to sales	Up to a 30% increase	27.6%	PASS
Accounts receivable to sales	Up to a 30% increase	This year: 8.4% List year: 13.3%	PASS
Long term Debt/Equity Ratio		0.0%	PASS
Average shares outstanding	Increase in shares outstanding	No increase in the 11 million shares outstanding	PASS
Sales	As a small cap company, sales of less than \$500 million	Sales of \$209.9 million	PASS
Daily dollar volume	Less than \$25 million	\$10.4 million	PASS

DISCLAIMER: The above financial data is for informational purposes only, and is explicitly not a recommendation made by IMCZ, which cannot be held liable for its accuracy and that any purchase and/or sale of securities in whatever form based on this information is entirely at the reader's own risk.

The Zug International Business Forum: Networking Zug's International Community.

Submitted by Carol Gipson, ZIBF Managing Director. Carol.Gipson@ZIBF.biz

The Zug International Business Forum (ZIBF) is a new networking platform for local professionals, combining a web-based, interactive Online Forum with regular "Offline" networking events. ZIBF's mission is to help connect and integrate Zug's international community. Our motto is "Global Business: Local Network" and our goal is to bring people together to share resources, information, and contacts. ZIBF is for professional men and women, Swiss and non-Swiss, expats, entrepreneurs, and international people of every stripe.

How does it work? The ZIBF website provides members with an online forum (www.ZIBF.biz) for conversations, information exchange, and a comprehensive range of networking tools. In addition, we host regular in-person "offline" networking events and coordinate special-interest groups. ZIBF seeks to engage and connect the full spectrum of internationally-oriented people in Zug through a variety of venues. By joining ZIBF, you can:

- Expand your local professional network, person-to-person and business-to-business.
- Post your professional bio online, or as a business member, post your company profile.
- Get help, contact information and advice about doing business in Zug.
- Find answers to your residency and taxation questions.
- Confidentially look for a new job or post an open position.
- Find information about Swiss and international schools.
- Search for and advertise housing, services and products.
- Share ideas, inspiration and resources with your peers in the Zug area.

Intensive travel schedules and demanding lifestyles often limit our ability to expand and maintain our local networks. Whether in town or traveling on business, you can connect in "real-time" with ZIBF to get help and advice from your network of peers.

Our Zug clubs and associations do a fantastic job of bringing people together. However, our members are often segregated along the lines of language, gender, age or residency status. Zug's international community needs a more inclusive platform which embraces its diversity. ZIBF fills that need.

Englisch oder Deutsch? Some people like the option of communicating in German, English or both. Although English is the ZIBF official language, our German subforum encourages multilingual and multicultural networking.

If you'd like to find out more about the Zug International Business Forum, just visit www.ZIBF.biz.

**Think Globally - Network Locally.
The Zug International Business Forum.**

Hype, Hybrid or Electric

contributed by
IMCZ Member
Muthana Kubba

It has been almost a decade since manufacturers and the public became aware of the need for an alternative to petrol as the prime source of energy for the automotive industry.

First the fuel cell made the rounds. Beautiful at first - what can be more elegant and environmentally friendly than a device which burns hydrogen, and generates electricity and water vapour? No carbon dioxide or nitrogen oxides. The electricity generated would drive the wheels directly and do away with the power train, gears, clutch and differentials.

Billions of dollars were poured into fuel cell research and development. Ballard Power Systems of Canada laughed all the way to the bank, and became the bride of all the auto manufacturers until a wise guy from BMW asked, "If we are going to use hydrogen as a fuel, why make the detour over fuel cells? The internal combustion engine with its 100 years of development is ideally suited to burn hydrogen and move the cars". Additional issues surfaced concerning energy efficiency of hydrogen production, storage and distribution, and safety. What if a car full of hydrogen has an accident?

Enthusiasm for Fuel Cells ebbed and Toyota took center stage with its Prius hybrid car. Despite its success, the Prius is hybrid only in name. Hybrid is understood to mean that such a car runs both on petrol or electricity. The Prius runs purely on petrol. The capacity of the battery it carries can run it for a couple of kilometers only, and it is charged by the car's petrol engine. As sole innovation the Prius offers recuperation of the braking energy, i.e. when using the brake to slow the vehicle, electricity is generated to charge the battery or ignition. The electric motor can give a boost during the short periods when the cars needs more power than the petrol engine can supply; as a result, a smaller engine was necessary.

Now the plug-in car is on the circuit. In fact every manufacturer or backyard innovator is having a go at the plug-in car. A quick look at the figures and basic facts of what the plug-in car can offer reveals:

One litre of petrol releases around 8920 kilo Calories (kCal)

The relationship between calorie, the measure of heat energy, and Watt, the measure of power, is **1 kWh = 870 kCal**

The fuel cost of travelling 100 km

Using petrol at 8 litres per 100 km and Sfr 2,0 per litre is **Sfr. 16,-**

Using electricity at Sfr. 0.20 per kWh and assuming the efficiency of the petrol engine is 30%, we need $8 \times 8920 \times 0,30/870 = 24.60$ kWh of electric energy costing **Sfr 5,-** to cover the same distance.

Of course if we charge the batteries at night at low tariff then the cost will drop to Sfr. 2.26. These figures do not take into account that electric cars will be by definition much more efficient than conventional ones. Braking energy will be saved, and traffic light stops will not consume any energy.

So apart from all the environmental issues, electric energy is considerably cheaper than fossil fuel. Now we all know that governments take up to 60% of the cost of petrol in taxes, so if everyone changed to electric cars, governments would almost certainly levy taxes on electricity used to charge electric cars to make up for the loss. In fact, we may well face a situation in which electricity to run the refrigerator is four times cheaper than electricity used to charge car batteries. We have a similar situation: diesel fuel for cars is four times more expensive than the same liquid under a different colour and name used for heating.

You rightly ask, why all the euphoria about electric cars? We all know there is no free lunch; fossil fuels have to be used anyway to make electricity, so what difference does it make if the fuel is burned in the car or in a power station? Well burning fossil fuels is not the only way to generate electric energy. Hydroelectric, solar or wind are the more acceptable alternatives, but also atomic fission power are finding increasing acceptance. Besides, even if fossil fuels were used to generate electric power, the carbon dioxide emissions can be handled and treated far more easily in a power station, rather than in thousands of separate cars.

The sticking point in electric cars has always been, and will always be, the batteries. Storing energy in such concentration is simply impractical. To get a feeling for the order of magnitude required, a typical 12 Volt lead acid battery as used for starting your car has a 60 ampere-hour capacity. This corresponds to 0.72 kWh, a 60 liter tank full of petrol has 615 kWh! The key issue therefore is 'energy density' how many kWh per kg weight can be stored. The energy density of lead acid batteries is 0.025 while that of petrol is 11 kWh/kg. A lot of research has gone into developing new batteries; the best so far is the lithium-ion battery with an energy density of 0.15 kWh/kg, 6 times better than the lead acid but still 73 times less than fossil fuel. These are the same batteries used in mobile telephones.

Since energy densities approaching those of fossil fuels simply can't be achieved with batteries, compromises must be sought, hence the hybrid car in which a combination of fossil and electric energy is used. At present everyone is jumping on the bandwagon, with some small setups vying for investors, others generating a lot of hype, whereas the big boys are pushing for practical solutions.

Given that the vast majority of car owners travel less than 60-100 km daily, consensus on the appearance of the next generation of hybrid cars has crystallised. The compromise solution would be a lithium-ion battery of around 10 kWh capacity powering a car with either one electric motor and power train or four hub motors, one for each wheel. In addition the car would have a conventional internal combustion engine of around 15kw (20 HP) driving a generator, which would kick in and charge the battery if its charge falls below 10% of the full

charge. The engine would be fully optimised, running at the highest possible efficiency. As early as the next decade, most major manufacturers shall offer a variant of such a car. It shall have a range of 60-100 km on batteries, and the batteries would be charged overnight with cheap night rates from an ordinary socket (6A for 8 hours). Typical of such cars is the 'Volt' from General Motors, to be launched in 2010. It is planned to have a 16 kWh lithium-ion battery with a range of 60 km electric and 400 km with petrol engine support.



General Motors' Volt



Once the electric hybrid cars have penetrated the market sufficiently, the next step would be to use 'smart charging', in which the car would be connected whenever possible to special 'car charging outlets', even during the daytime and in parking lots. The electricity utility would charge or discharge the battery of each connected vehicle as supply and demand fluctuate on the grid, keeping a tight check on the energy balance and insuring that the battery would always have sufficient capacity when the owner needs the car. Such a huge reservoir of readily available electric energy for smoothing out peak demands would be most welcome by the electric utilities considerably reducing their capital investment. Whether we shall live long enough to see such developments depends not only on our respective ages, but also on the economical and political climate in the developed world.

See www.mindset.ch for a Swiss start-up in St. Niklausen, Luzern for the best internet site.

www.lightningcarcompany.co.uk claim they can recharge the 36 kWh battery of their lightning car in 10 minutes (a substation is needed to provide so much power)

www.acabion.com for a futuristic vision of transportation

www.GM-Volt.com for the first serial production of a hybrid electric plug in car



FROM THE LANES... **On Strike at the Cherry Bowl**

Sixteen bowlers turned out on 15 September to have their go on the Cherry Bowl lanes.

Of the sixteen bowlers, six broke the century mark in every game, nine scored more than 100 in at least two games, and twelve broke 100 at least once. With the IMCZ/ZIWC Challenge taking place in one months' time, players are gearing up.

The evening saw particularly tight contests. Janis Meier captured the ladies' prize with an average of 114 over three games, nipping Carol Gipson by the slight margin of 1 pin per game. Taking home wine for the men was Erik Eisermann, with a per-game average of 141, who similarly edged John Hosking by a mere 1 pin per game. Perhaps this is an augury of the excitement to be witnessed at the coming Challenge.

IMCZ member Stephen Butterworth's enthusiasm and coordination effort is inspiring and magnetic. The next date is **Monday, 20 October**. The IMCZ's regular bowling event for Club members takes place on the **3rd Monday of every month**. The next date to follow on 17 November is the annual ZIWC-IMCZ Bowling Challenge. The coveted Cup will be contested, and the IMCZ's honor is at stake in defending last year's victory. Members are encouraged to come out cheer for the bowlers if they do not intend to bowl themselves. The last Monday night bowl of the year will take place on 15 December 2008.

The crush of strikes and thrill of spares **begins at 19:30**, and the event is open to registered and prospective IMCZ and ZIWC members. Stephen Butterworth has negotiated a splendid 25% discount with the Cherry Bowl (just off the end of the freeway in Sihlbrugg). Early arrival to assure good shoes, a good ball and some liquid calisthenics is encouraged. **Reservations are required**, since the Cherry Bowl must be notified of how many bowlers to expect. Please **contact Steven Butterworth by the preceding Friday** via e-mail or phone, butterworth.sp@gmail.com or 041/790 4172. If you register to bowl and can't attend, you must let him know by the preceding Friday. The **IMCZ No-Show policy** applies. The cost for an evening is CHF 20.00 for two hours of bowling and shoe rental - a bargain indeed - and concludes at 21:30.



contributed by IMCZ Members

Law of Mechanical Repair - When your hands become coated with grease, your nose will begin to itch and you'll have to pee.

Law of Gravity - Any tool, when dropped, will roll to the least accessible corner.

Law of Probability - The probability of being watched is directly proportional to the stupidity of your act.

Law of Random Numbers - If you dial a wrong number someone always answers.

Variation Law - If you change lines (or traffic lanes), the one you were in will always move faster than the one you are in now (works every time).

Law of the Bath - When the body is fully immersed in water, the telephone rings.

Law of Close Encounters - The probability of meeting someone you know increases dramatically when you are with someone with whom you don't want to be seen.

Law of the Result - When you try to prove to someone that a machine won't work, it will.

Law of Biomechanics - The severity of the itch is inversely proportional to the reach.

Law of the Theater - Guests whose seats are furthest from the aisle arrive last.

Murphy's Law of Lockers - If there are only two people in a locker room, they will have adjacent lockers.

Law of Physical Surfaces - The chances of an open-faced sandwich landing face down on a floor covering are directly correlated to the newness and cost of the carpet/rug.

Brown's Law of Physical Appearance - If the clothes fit, they're ugly.

Wilson's Law of Commercial Marketing Strategy - As soon as you find a product that you really like, they will stop making it.

Doctors' Law - If you don't feel well, make an appointment to go to the doctor, by the time you get there you'll feel better. Don't make an appointment and you'll stay sick.

Three Aussies were working on a high-rise building project - Steve, Bruce and Bluey.

Steve falls off and is killed instantly. As the ambulance takes the body away, Bruce says, "Someone should go tell his wife".

Bluey says, "OK I'm pretty good at that sensitive stuff, I'll do it".

Two hours later, he comes back carrying a case of Fosters.

Bruce says, "Where did you get that, Bluey?"

"Steve's wife gave it to me" Bluey replies.

"That's unbelievable, you told the lady her husband was dead and she gave you the beer?"

"Well not exactly" replied Bluey. "When she answered the door, I said to her, "You must be Steve's widow".

She said, "No, I'm not a widow".

And I said, "bet you a case of beer you are".



TEST FOR DEMENTIA

Below are four (4) questions and a bonus question. You have to answer them instantly. You can't take your time, answer all of them immediately. OK?

Let's find out just how clever you really are. . . .

First Question:

You are participating in a race. You overtake the second person. What position are you in?

Answer: If you answered that you are first, then you are absolutely wrong! If you overtake the second person and you take his place, you are second!

Try not to screw up next time. Now answer the second question, but don't take as much time as you took for the first question, OK?

Second Question:

If you overtake the last person, then you are. . . ?

Answer: If you answered that you are second to last, then you are wrong again. Tell me, how can you overtake the LAST Person? You're not very good at this, are you?

Third Question:

Very tricky arithmetic! Note: This must be done in your head only. Do NOT use paper and pencil or a calculator. Try it.

Take 1000 and add 40 to it. Now add another 1000 . Now add 30. Add another 1000. Now add 20. Now add another 1000. Now add 10. What is the total?

Did you get 5000 ?

The correct answer is actually 4100.

If you don't believe it, now check it with a calculator!

Today is definitely not your day, is it?

Maybe you'll get the last question right . . . Maybe.

Fourth Question:

Mary's father has five daughters:

1. Nana, 2. Nene, 3. Nini, 4. Nono.

What is the name of the fifth daughter?

Did you Answer Nunu?

NO! Of course it isn't.

Her name is Mary.

Read the question again.

Okay, now the bonus round:

A mute person goes into a shop and wants to buy a toothbrush. By imitating the action of brushing his teeth he successfully expresses himself to the shopkeeper and the purchase is done.

Next, a blind man comes into the shop who wants to buy a pair of sunglasses; how does HE indicate what he wants?

He just has to open his mouth and ask. It's really very simple.

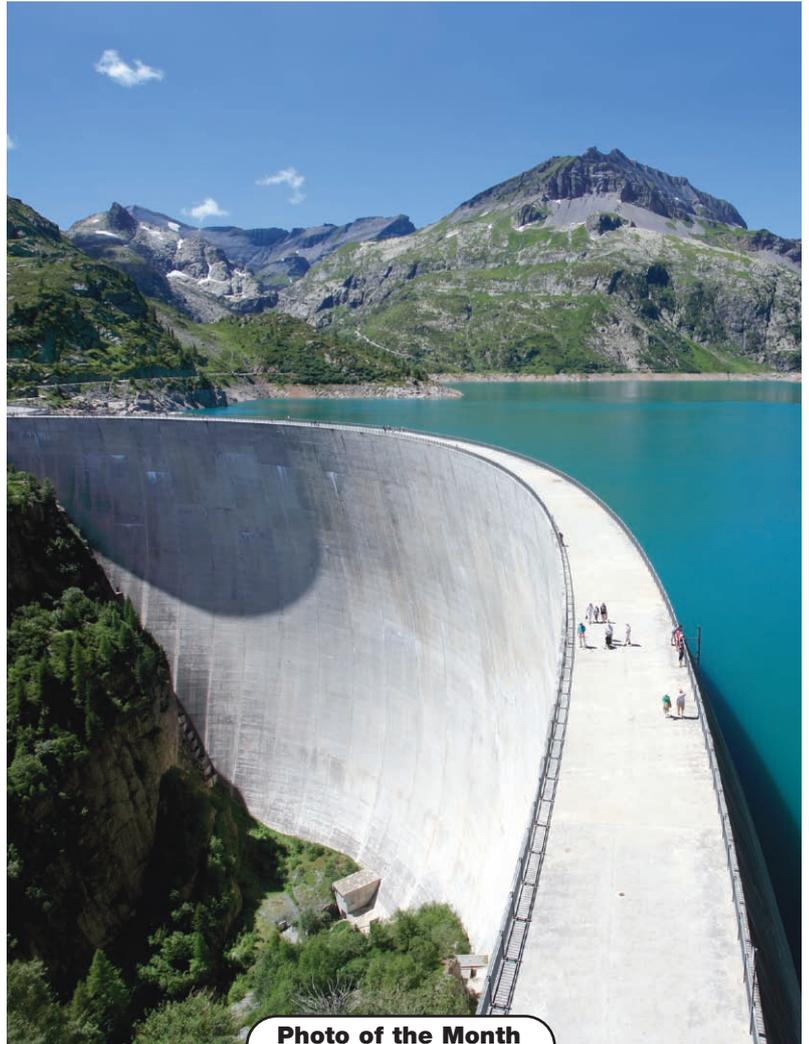


Photo of the Month

Emosson Dam • Ron Sumners

www.istockphoto.com/sumnersgraphicsinc



Global Business: Local Network

Expand your network, look for a job, showcase your talents, get information, advertise your business, connect person-to-person and business-to-business.

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Members' Marketplace

Are you **selling** your yacht
(harboured in Piraeus)?

Your Aston-Martin old-timer with
the roll top roof?

A gorgeous view of the Bay of Biscay,
with a little bit of house attached?

Or are you cashing in the half of
your stamp collection that is finally
worth something?

Perhaps you're **looking** for all
of these things?

Then **ADVERTISE** here,
in the IMCZ News;

The Members' Marketplace is reserved for unformatted advertisements of 150 characters (approx. 3 lines) of text. These are free of charge to IMCZ members. Advertisements must be submitted as illustrated below. Longer advertisements cost CHF 30.-

Example:

FOR SALE: gorgeous view of Bay of Biscay with stunning sunsets and high waves. Wee house (12 rooms), dock and yacht included. Call Bill at 041 123 4567.

Members' Marketplace

FOR SALE: SWITEL Internet Phone IP 700K, VoIP phone for a PC, never used because I was stupid and forgot I have a Mac. Duh.
sumners@databaar.ch CHF 30.

Farewell ... adieu

The **IMCZ** wishes well to:
Languid days of Summer ...

IMCZNEWS *Wants Your Help with Newsletter Preparation*

The *IMCZ News* has held to a monthly production schedule throughout 2008, filled every month with timely, well-structured articles. A number of IMCZ members have begun contributing on a regular basis. Submit your article by the 20th of a calendar month to be considered for publication in the following month's *IMCZ News*. Share your interest or become better known within the Club. Our attractive newsletter is gaining popularity as a venue to advertise – for company services etc.

You can contribute to continued high-quality production through article preparation and proofreading. The structure of the *IMCZ News* makes assembly of articles fairly straightforward. If you would be interested in preparing articles for publication based on available information, or proofreading prepared drafts of monthly editions, please contact Newsletter Editor Andrew DeBoo.

Do you have a flair for advertising sales? If so, let us know at Newsletter@IMCZ.com.

The appearance of the *IMCZ News* has benefited from the professional expertise of graphic designer and photographer Ron Summers. Member submissions of photos, particularly from Club events, will be considered for publication (www.sumnersgraphics.com), and Ron can be thanked personally on a regular basis at the Stammtisch with a toast of his good work.

IMCZNEWS Advertising Rates

Circulation: 225 plus online download.

Issued: Monthly

Format: A4 vertical, full color.

Ad content delivery: electronic by e-mail, .pdf, .jpg, .gif

Advertising Rates:

- Full page, A4 vertical. (19 x 27.7 cm), Fr. 200.-
- 1/2 Page, A5 horizontal (19 x 13.5 cm), Fr. 110.-
- 1/3 Page, vertical (6.3 x 27.7 cm), Fr. 85.-
- 1/3 Page, horizontal (19 x 9.2 cm), Fr. 85.-
- 1/4 Page, A6 vertical (9.2 x 13.5 cm), Fr. 60.-
- 1/4 Page, horizontal (19 x 6.9 cm), Fr. 60.-
- Business Card (9.2 x 6.45 cm) Fr. 45.-

*Extra costs may be incurred for typesetting, special formatting, etc.
IMCZ Members receive a 20% discount on advertisement costs.*



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refinery



- We optimize structure, content and style of your corporate documents to make them truly representative – look at the IMCZ newsletter!
- We focus on science and technology-based industries, on finance and consulting, applying detailed sector knowledge and analysis and communications experience.
- We support leading international corporations, CEOs, investor relations, communications, business development, marketing and human resource departments.

Andrew DeBoo,
Managing Director www.language-refinery.com / +41 (0)41 760 11 80

